

Message Text

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ACTION EUR-25

INFO OCT-01 ISO-00 EB-11 AGR-20 AID-20 CEA-02 CIAE-00

COME-00 FRB-02 INR-10 NSAE-00 RSC-01 CIEP-02 SPC-03

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FM AMEMBASSY ROME

TO SECSTATE WASHDC 3864

USMISSION ECRUSSELS IMMEDIATE

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E.O. 11652: N/A

TAGS: EAGR, IT

SUBJECT: ITALY - CITRUS AND TOBACCO

SECSTATE PASS AGRICULTURE AND STR

USEC BRUSSELS PASS AMBASSADOR EBERLE

REF: LANDE-ELY TELCON 3/20/74

1. EMBASSY ASKED TO COMMENT ON WHAT IT THINKS THE ITALIANS WANT FROM THE EC ON CITRUS AND TOBACCO.

2. ON CITRUS, CONFAGRICOLTURA, FEDERATION OF LARGE-SCALE FARMERS, IS KNOWN TO WANT AN EC REFERENCE PRICE SYSTEM FOR CITRUS JUICE IMPORTS TO KEEP HIGH ITALIAN PRICES COMPETITIVE WITH WORLD PRICES. THEY WOULD ALSO FAVOR A MIXING CLAUSE GIVING INCENTIVES TO EC CITRUS JUICE PRODUCERS WHO USE THE ITALIAN PRODUCT. DICHIO IN MINAG KNOWN TO THINK FAVORABLY OF THESE IDEAS, BUT NOT KNOWN IF HE PRESSING FOR THEM AT THIS POINT OF EC NEGOTIATIONS.

3. COMMENT: IN ANY CASE, THESE SCHEMES WOULD BE PATCHWORK.

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IN REALITY, ITALIAN CITRUS INDUSTRY NEEDS RESTRUCTURING AND

MODERN MARKETING OTHERWISE CITRUS WILL CONTINUE TO LIMP ON AS OLIVE INDUSTRY DOES, MAINLY DEPENDING ON CAPTIVE AND HIGH PRICED HOME MARKET WITH NEED FOR SUBSIDIES TO ENABLE IT TO EXPORT LOWER QUALITY PRODUCT UP NORTH.

4. ON TOBACCO, ITALIAN PRODUCTION POSSIBILITIES LIMITED GEOGRAPHICALLY AND BY LABOR. NOT LIKELY THAT ITALIANS MAKING BIG PUSH FOR TOBACCO IN FACE OF GRAVER SITUATIONS FOR VARIOUS OTHER PRODUCTS.

5. IN CONCLUSION: GOI SEEMS TO FIND ITSELF AT WATERSHED OF DECIDING EITHER TO AIM FOR MODERN CITRUS INDUSTRY ABLE TO FACE COMPETITION OR TO CONTINUE ARTIFICIAL RESPIRATION STATUS WITH ENDLESS NEED FOR PROTECTION OF ITALIAN MARKET ON ONE SIDE AND EXPORT SUBSIDIES ON OTHER.
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Message Attributes

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